

### Claims

- 1 A payment system for use in conjunction with the supply of goods and services, the system comprising:-
  - i) supplier apparatus including a transmitter for broadcasting digital signals and a mobile telephone text message receiving centre coupled to the transmitter; and
  - ii) customer apparatus including a digital signal receiver for receiving said broadcast digital signals from said transmitter and a mobile telephone for sending text messages to said text message receiving centre;
  - iii) said transmitter and said receiver being operable for making available through said receiver a coded message denoting goods or services to be supplied and identifying said receiver, and said mobile telephone text message receiving center being operable for responding automatically to the receipt of said coded text message; for decoding the message, and for initiating the supply of said goods or services and for debiting the cost of the goods or services to the mobile telephone account.
- 2 An interactive digital signal broadcasting system for enabling the supply of goods or services and exacting payment therefor, the system comprising:-
  - i) a transmitter for broadcasting digital signals and being operable for causing a broadcast digital signal receiver to make available at the receiver a coded text message denoting goods or services to be

supplied to the customer and identifying said receiver; and

- ii) a mobile telephone text message receiving centre coupled to the transmitter; the message receiving centre being operable for responding automatically to the receipt of said coded text message sent by a customer via a mobile telephone for initiating supply of said goods or services and for debiting the cost thereof to the mobile telephone account.
- 3 A system for enabling the supply of goods or services and exacting payment therefor, the system comprising a mobile telephone text message receiving station including receiving and decoding means for receiving and automatically decoding text messages sent to the station by mobile telephone users, said system being operable for receiving a coded text message forwarded via a mobile telephone after that coded message has been made available to the mobile telephone user by a broadcast digital signal receiver and broadcast digital signal transmitter, said coded message denoting goods or services to be supplied and identifying said receiver, and automatically decoding said message and enabling supply of said goods and services and debiting the cost thereof to the mobile telephone account.
- 4 A system for enabling the supply of goods or services and exacting payment therefor, the system comprising a digital broadcast transmitting station operable for broadcasting information denoting goods or services to be supplied and operable for causing a broadcast digital signal receiver to make available to a user a coded text message denoting said goods and services and identifying said receiver, and further for inviting said user to send said coded text message to a text message receiving centre that includes receiving and decoding means for receiving and automatically decoding the message, and automatically enabling supply of said goods or services and

debiting the cost thereof to the mobile telephone account.

- 5 In a method in which goods or services are offered to a customer through a digital signal broadcast transmitting station and a digital signal receiver, a system for exacting the cost of goods or services to be taken by the customer, the system comprising the following steps:-

- i) causing the transmitter and receiver to make available to the customer a coded text message denoting said goods or services and identifying the said receiver;
- ii) at a text message receiving centre operable for receiving text messages sent to it by mobile telephone, automatically decoding said coded text message to identify said goods or services and said receiver; and
- iii) debiting the cost of said goods or services to the mobile telephone account.

- 6 A system according to claim 5, including between steps (ii) and (iii):-

automatically sending a confirmation message back to the mobile telephone, step (iii) being carried out as an automatic consequence of sending the confirmation message.

- 7 A system for enabling the supply of goods or services and exacting payment therefor, the system including the step of using a mobile telephone text message receiving station that comprises receiving and decoding means for receiving and automatically decoding text messages sent to the station by mobile telephone users, receiving a coded text message forwarded via a mobile telephone after that coded message has been made available to the

mobile telephone user by a broadcast digital signal receiver and broadcast digital signal transmitter, said coded message denoting goods or services to be supplied and identifying said receiver, and automatically decoding said message and enabling supply of said goods and services and debiting the cost thereof to the mobile telephone account.

- 8 A system for enabling the supply of goods or services and exacting payment therefor, the system including the step of using a digital broadcast transmitting station, broadcasting information that denotes goods or services to be supplied and that causes a digital signal receiver to make available to a user a coded text message, which message denotes said goods and services and identifies said receiver, and invites said user to send said coded text message by mobile telephone to a text message receiving centre operable for automatically decoding the message, automatically enabling supply of said goods or services and debiting the cost thereof to the mobile telephone account.
- 9 A system according to any preceding claim, operable to deliver a service through said broadcast digital signal receiver, for example to deliver participation in a game or competition played on said receiver..
- 10 A system according to any preceding claim, operable for said coded text message to be sent by mobile telephone to an Internet web site coupled to said message centre.
- 11 A system according to any preceding claim, wherein the combined cost of the goods or services and the cost of sending the text message to the message centre are debited to the mobile telephone account through use of a premium rate text message destination.

12 A system according to any preceding claim, operable for said cost to be debited to an account for subsequent payment by the mobile telephone account holder or to be debited to a pre-paid credit assigned to a pay-as -you-go (pre-payment) mobile telephone user.